

REMARKS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-21 are pending in the present application. Claims 1, 4, 6, 7, 8, 16, 17, 20, and 21 are amended by the present amendment.

The Advisory Action maintains the rejection of Claims 1, 2, 5-10, 13, 16-19, and 21 of the Office Action of July 15, 2003, in which the above-noted claims were rejected as unpatentable over Ruckmongathan (1988 International Display Research Conference, *A Generalized Addressing Technique for RMS Responding Matrix LCDs*), in view of Terasaki et al. (Japanese Patent No. JP 408044317A, herein Terasaki”), which is respectfully traversed.

Applicants thank the Examiner for the courtesy of an interview extended to Applicants’ representative on April 14, 2004. During the interview, differences between the claims and the applied art were discussed. Further, claim amendments clarifying the claims over the applied art were discussed. The present response sets forth those discussed claim amendments. The Examiner indicated she would further review the amended claims in view of a filed response. Arguments presented during the interview are reiterated below.

Independent Claims 1, 8, 16, 17, and 21 are amended to recite that a selection period of at least a display frame is divided into divided selection periods and predetermined voltages are applied to lines of row electrodes during the divided selection periods. The claim amendments find support for example in Figures 4-7. Further, independent Claim 16 is amended to recite a timing means as in independent Claim 17, and Claims 4, 6, 7, and 20 are amended to better conform with U.S. claim drafting practice. No new matter is believed to be added.

Amended independent Claim 1 is directed to a driving method for a liquid crystal display device that selects simultaneously a plurality of lines of row electrodes in the display device and applies predetermined voltages to the selected lines of row electrodes during a selection period. Further, the selection period of at least a display frame is divided into divided selection periods and the predetermined voltages are applied to the lines of row electrodes during the divided selection periods.

In a non-limiting example, Figure 1 shows a plurality of lines of row electrodes SUBGROUP 1 and SUBGROUP 2, Figure 4 shows the application of the predetermined voltages to the lines of row electrodes during the selection periods sg1 and sg2 (see specification at page 4, lines 15-17), and Figure 7 shows the selection period sg1 of the first frame divided into divided selection periods T1 and T0 (see specification at page 7, lines 26-27) and the predetermined voltages applied to the lines of row electrodes during the divided selection periods T1 and T0.

As discussed in the specification at page 16, lines 6-17, the background art has a problem in eliminating a “brightness adjustment by a user.” However, independent Claims 1, 8, 16, 17, and 21 provide a driving method for a display that achieves a high quality image “by increasing the number of gradation levels while an uneven display is controlled.”<sup>1</sup>

Turning to the applied art, Ruckmongathan shows in Figures 1 and 2 subgroups of row electrodes that are controlled consecutively, a first subgroup during a selection period T1, and a second subgroup during a selection period T2. However, as discussed during the interview, Ruckmongathan does not teach or suggest dividing a selection period T1 or T2 of at least a display frame into divided selection periods and applying predetermined voltages to

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<sup>1</sup> Specification, page 16, lines 19-23.

lines of row electrodes during the divided selection periods, as required in amended independent claims.

The outstanding Office Action relies on Terasaki for disclosing electrodes driven in such a way as to reduce a number of changes of voltage levels. However, Terasaki does not cure the deficiencies of Ruckmongathan discussed above.

Accordingly, it is respectfully submitted that independent Claims 1, 8, 16, 17, and 21 and each of the claims depending therefrom patentably distinguish over the combination of Ruckmongathan and Terasaki.

Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

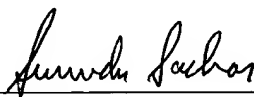
Respectfully submitted,

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